

**CHIROPRACTIC  
MARKET**



**2025 MEDIA GUIDE**



PRINT



DIGITAL



WEB



E-NEWSLETTER



DIRECT RESPONSE



RESEARCH



CUSTOM PUBLISHING

# MPA MEDIA

## INTERACTIVE *Index*

**ABOUT US ..... 3**

**U.S. CHIROPRACTIC MARKET ..... 4**

**DYNAMIC CHIROPRACTIC ..... 6**  
 2025 Editorial Calendar .....7  
 News Update E-Newsletter .....8  
 DynamicChiropractic.com Banners..... 9

**WEBINARS ..... 10**  
 Webinar Schedule .....10

**MARKETING RESOURCES, CUSTOM PUBLISHING & INSERTS ..... 11**

**MARKET RESEARCH, POSTAL & E-MAIL LIST RENTAL, & SOCIAL MEDIA ..... 12**

**PUBLICATION ADVERTISING SCHEDULE & SPECIFICATIONS..... 13**  
 Publication Advertising: Requirements ..... 14

## MPA Media

The leading media company focused on natural healthcare, MPA Media is the authoritative source for news and information tailored to the chiropractic and acupuncture professions, giving your company an unmatched opportunity to effectively market to one or both audiences.

Our readers, well-educated, influential buyers in their professions and households, look to MPA Media to provide them with the information they need to make important purchasing decisions that optimize their practices and patient care.

MPA Media's total market coverage of the industries helps you maximize your advertising dollars while reaching one or both professions with your message.

Dynamic Chiropractic™

ACUPUNCTURE  
Today

## From the Publisher



As you read MPA Media's publications, you will see a common thread: essential information that doctors of chiropractic and acupuncture practitioners rely on to improve the care they provide their patients and advance their ability to thrive in their businesses.

This is our singular mission: to help them – and their respective professions – continually make progress; and in so doing, help more people who desperately need their care.

MPA Media is much more than just news and information. It is a team of dedicated people that consistently supports healthcare professionals who are willing to think and practice outside the traditional medical box.

We invite you to see how our strengths, combined with your products and services, can better serve these growing professions – and the millions of patients they serve.

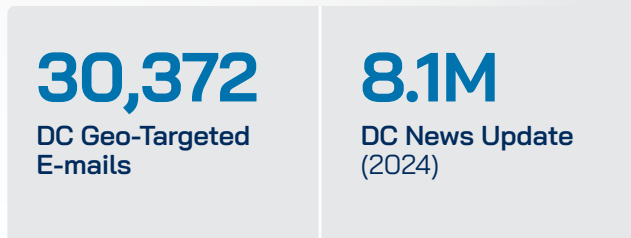
*Donald M. Pflanz*

## U.S. Chiropractic Market

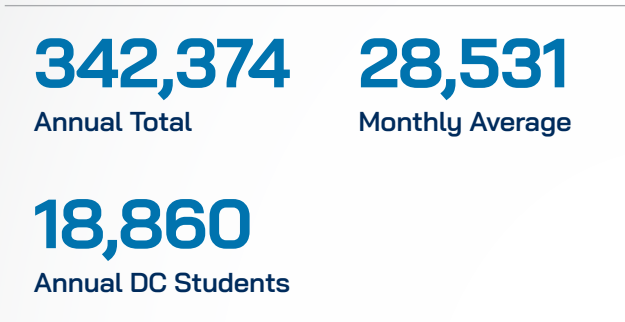
### DIGITAL + WEBSITE TRAFFIC



### E-MAIL REACH (ANNUAL)

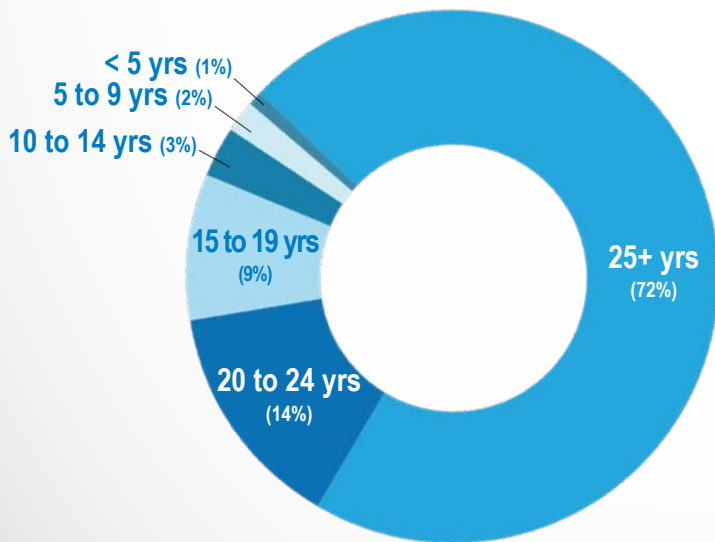


### PRINT CIRCULATION

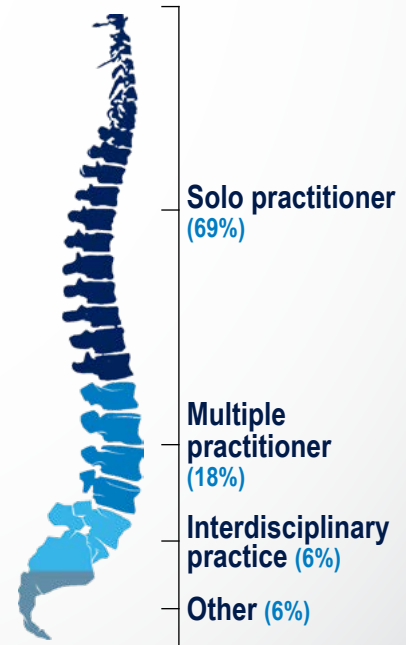


## Audience Insights

### YEARS IN PRACTICE



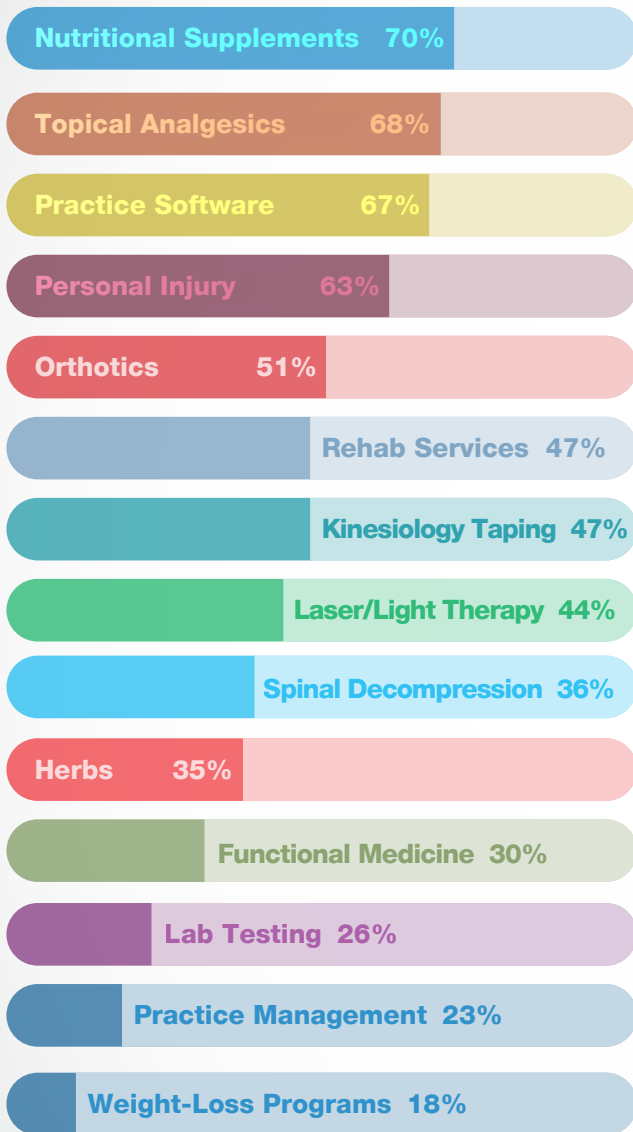
### PRACTICE TYPE





## U.S. Chiropractic Market – Continued

### Product / Service Mix



### Media Consumption by Channel



Source: 2022 Evolving Chiropractic Practice Survey



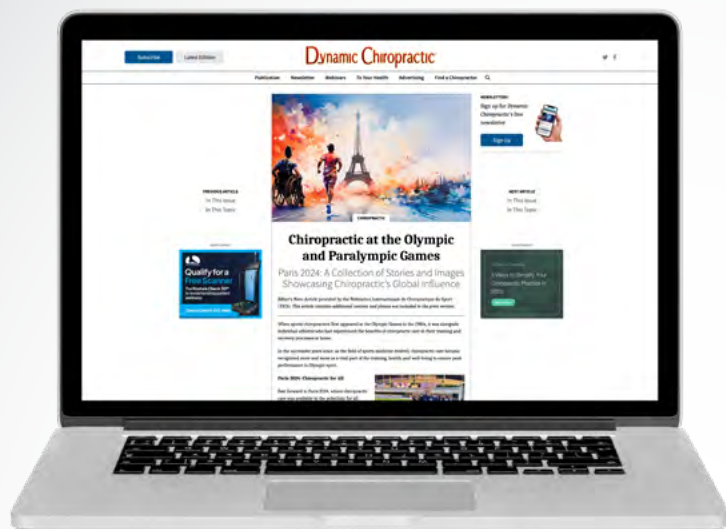
## The Highest Levels of Readership

*Dynamic Chiropractic* is the leading source for chiropractic news and information, serving more than 55,000 U.S. doctors of chiropractic since 1983. Every issue is published in both print and digital format, meaning your ad has multiple touch points to engage readers. And with our gated subscription and postal reports upon request, you can be confident in knowing who is receiving and reading *Dynamic Chiropractic* every month. (To view our current circulation totals, please visit: [www.mpamedia.com/circulation](http://www.mpamedia.com/circulation).)

### CONTEXTUAL EDITORIAL ENVIRONMENT

As the leading industry publication, *Dynamic Chiropractic* is proud to be regarded as having the highest standards of editorial integrity and most relevant content generated by contributors representing all facets of the profession. Our consistently engaged readers count on receiving the timely and pertinent news and information that impacts their patients and practices on a daily basis.

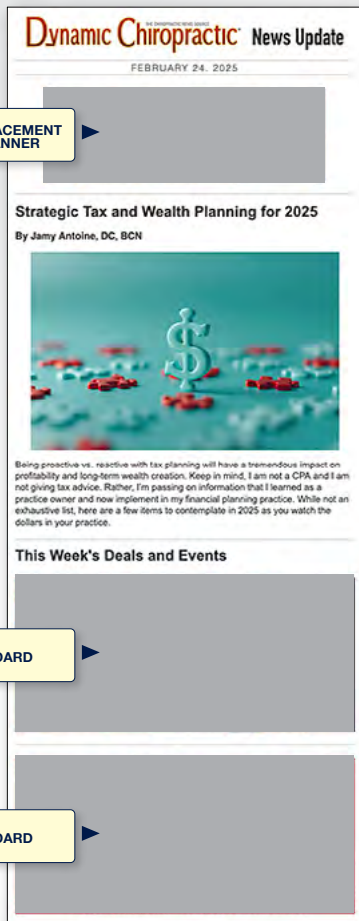
## 2025 Editorial Calendar



### MAJOR TOPICS SCHEDULED FOR EACH EDITION

	NUTRITION	CLINICAL CARE	TECHNIQUES & TOOLS	MANAGING PAIN	YOUR PRACTICE	POTPOURRI
JAN	Clinical Nutrition	Diagnostics	What's New?	Practical Tools	What's Trending?	Billing & Coding
FEB	Longevity 101	Difficult Cases	Beyond the Spine	New Science	Marketing You	Compliance
MAR	Case Reports	Treatment Plan	Active Care	On the Horizon	Doctor-Patient	Health Tech
APR	Supplements	Exercise & Rehab	Tools of the Trade	Outside the Box	Expanding Care	Billing & Coding
MAY	Longevity 101	Difficult Cases	Beyond the Spine	Practical Tools	Clinic Operations	Building Blocks
JUN	Case Reports	Women's Health	Active Care	New Science	What's Trending?	Compliance
JUL	Supplements	Diagnostics	Tools of the Trade	Outside the Box	Practice Pearls	Billing & Coding
AUG	Clinical Nutrition	Exercise & Rehab	What's New?	Natural Relief	21 <sup>st</sup> Century DC	Health Tech
SEPT	Longevity 101	Difficult Cases	Beyond the Spine	Practical Tools	Doctor-Patient	If You Build It...
OCT	Supplements	Let's Strategize	Tools of the Trade	Outside the Box	Clinic Operations	Billing & Coding
NOV	Clinical Nutrition	Diagnostics	Active Care	New Science	Expanding Care	Compliance
DEC	Case Reports	Women's Health	What's New?	On the Horizon	What's Trending?	Building Blocks

**NOTE: The 2025 Dynamic Chiropractic Editorial Calendar is flexible and subject to change based on editorial contributions.**



## News Update E-Newsletter

The #1 Chiropractic E-Newsletter

This popular e-newsletter is the ideal platform to share information about your products or services with a targeted, subscription-based audience multiple times per week, every week.

SCHEDULE	ISSUE DATE	ISSUE DATE
	January 6, 2025	July 7, 2025
	January 13, 2025	July 14, 2025
	January 20, 2025	July 21, 2025
	January 27, 2025	July 28, 2025
	February 3, 2025	August 4, 2025
	February 10, 2025	August 11, 2025
	February 17, 2025	August 18, 2025
	February 24, 2025	August 25, 2025
	March 3, 2025	September 1, 2025
	March 10, 2025	September 8, 2025
	March 17, 2025	September 15, 2025
	March 24, 2025	September 22, 2025
	March 31, 2025	September 29, 2025
	April 7, 2025	October 6, 2025
	April 14, 2025	October 13, 2025
	April 21, 2025	October 20, 2025
	April 28, 2025	October 27, 2025
	May 5, 2025	November 3, 2025
	May 12, 2025	November 10, 2025
	May 19, 2025	November 17, 2025
	May 26, 2025	November 24, 2025
	June 2, 2025	December 1, 2025
	June 9, 2025	December 8, 2025
	June 16, 2025	December 15, 2025
June 23, 2025	December 22, 2025	
June 30, 2025	December 29, 2025	

### Prime Placement Top Banner:

450 x 150 pixels with a minimum 16pt font size. Max file size 35 KB.

- Acceptable files: gif, jpg, pdf
- Banners cannot be animated with Flash
- A URL must be provided to capture leads

### Standard

550 pixel x 252 pixel (7.64" x 3.5") includes 2-pixel border around it (default color is black). Max file size 50 KB.

- Acceptable files: gif, jpg, pdf
- Banners cannot be animated with Flash
- A URL must be provided to capture leads





## DynamicChiropractic.com

### The Profession's Most Visited Website

Doctors of chiropractic visit DynamicChiropractic.com for the latest news, current issue content, archives spanning more than 30 years, and much more. They can also access current and previous digital issues, viewable on their computer, tablet and most mobile devices. This creates an unmatched level of online reader engagement. Connect your products / services with doctors of chiropractic on DynamicChiropractic.com.

## Website Advertising

### Web Site Banners

Leaderboard  
Medium Rectangle

### Dimensions

728 x 90  
300 x 250

### Max Size

35 KB  
35 KB

### Prime Placement

Takeover  
Article Page(s)  
Article Page(s) Package

### Size

Takeover w/Home Page Medium Rectangles  
Alternating Medium Rectangle  
Alternating Medium Rectangle w/Leaderboard

### 1st Impression Banner

This exclusive (800 x 800) pop-up banner that is presented each time a reader enters any website page. Your ad can also include video (youtube or vimeo).

### Prime Placement

Home Page  
Home Page Takeover  
w/Medium Rectangle\*

### Dimensions

Takeover:  
1200 pixel x 800 pixel (16.667" X 11.111")  
Medium Rectangle:  
300 pixel x 250 pixel (4.167" X 3.472")

### Max Size

150 KB @ 72 DPI  
35 KB @ 72 DPI

### Article Page(s)

Alternating Medium Rectangle\*

300 pixel x 250 pixel (4.167" X 3.472")

35 KB @ 72 DPI

### Article Page(s) Package

Alternating Medium Rectangle\*  
w/Leaderboard

300 pixel x 250 pixel (4.167" X 3.472")  
728 pixel x 90 pixel (10.111" x 1.25")

35 KB @ 72 DPI  
35 KB @ 72 DPI

\*All medium rectangle and leaderboard banners with partially black, white or transparent backgrounds need to have a visible 1px border in a color that contrasts with the background color of the creative.

• Acceptable files: gif, jpg, png.

• Flash and animated banners are not acceptable.

• \*All medium rectangle and leaderboard banners with partially black, white or transparent backgrounds need to have a visible 1px border in a color that contrasts with the background color of the creative.

# Webinars

Webinars are a powerful, cost-effective way to connect with doctors. These events help establish you as a thought leader as they educate doctors, attracting participants who are pre-qualified and ready to listen to your message. The professionals reading your e-mail invitations, attending your live event and viewing your archive have a demonstrated interest in your products and services.

As a highly cost-effective means of reaching targeted audiences in real time, webinars have become a powerful way of communicating with busy professionals faced with time constraints and declining budgets for training and travel.

## SOCIAL MEDIA SUPPORT

All non-commercial webinars will include branded social media support to drive registrations and increase engagement with your brand via Facebook and Twitter. Tweets and Facebook posts made by MPA Media editors will include direct links to webinar registration websites and archives, and will encourage users to Like and Follow your brands.

## Benefits of Webinars

### SPEED

Deliver a live message to a targeted audience in real time.

### LEAD TRACKING

Registration allows you to capture attendee information.

### DEMAND GENERATION

Create awareness and get future clients interested.

### MARKETING

Website advertising and e-mail communication pre- and post-event.

### MPA MEDIA MODERATORS

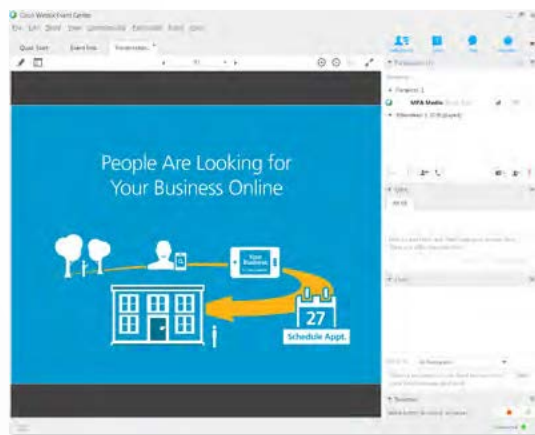
Use your presenter and our industry-known moderators.

### MULTIPLE BRANDED TOUCHES

Three invitations, one reminder and one post-event e-mail contact.

### UP TO 500 PARTICIPANTS

Each event can accommodate an audience of 500.



## SCHEDULE



### DYNAMIC CHIROPRACTIC WEBINAR DATES

Event Date	Materials Due
January 2, 2025	November 18, 2024
January 16, 2025	December 2, 2024
January 30, 2025	December 16, 2024
February 13, 2025	December 30, 2024
February 27, 2025	January 13, 2025
March 13, 2025	January 27, 2025
March 27, 2025	February 10, 2025
April 10, 2025	February 24, 2025
April 24, 2025	March 10, 2025
May 8, 2025	March 24, 2025
May 22, 2025	April 7, 2025
June 5, 2025	April 21, 2025
June 19, 2025	May 5, 2025
July 3, 2025	May 19, 2025
July 17, 2025	June 2, 2025
July 31, 2025	June 16, 2025
August 14, 2025	June 30, 2025
August 28, 2025	July 14, 2025
September 11, 2025	July 28, 2025
September 25, 2025	August 11, 2025
October 9, 2025	August 25, 2025
October 23, 2025	September 8, 2025
November 6, 2025	September 22, 2025
November 20, 2025	October 6, 2025
December 4, 2025	October 20, 2025
December 18, 2025	November 3, 2025

**\*For commercial webinars, add \$500 branding fee. MPA Media and Dynamic Chiropractic will not be named in commercial webinar marketing, and a moderator will not be supplied.**

# Marketing Resources, Custom Publishing & Inserts

## Custom Print Publishing

MPA Media provides custom publishing services to our advertisers by the single project, on a monthly basis or as a continuing service. We tailor our approach to fit each client's needs, from 4-color glossy magazines to newsletters or periodicals.

Our expert creative and editorial staff members treat each custom publishing project as an in-house publication. From concept to completion, we ensure that our client's publications exceed expectations and those of their target audience.



## Inserts

A single page, multiple pages, brochure or catalogue, almost anything can be inserted into our print publications. Polybagged samples and publication wraps are also available. We specialize in providing unique opportunities for you to connect with our readers. Your insert is also included in the corresponding digital edition for double exposure.



## Marketing Resource Center

At MPA Media, we use our expertise in reader engagement, print advertising, Internet marketing and market research to help our advertisers maximize the effectiveness of their marketing campaigns.

Our online Marketing Resource Center is a repository of knowledge at your fingertips including best practices and tips for a wide range of marketing tactics. Access information on ad design and printing, maximizing your marketing ROI, and much more. Providing helpful hints is just one of the many ways we can be of service. Let's work together towards achieving your goals.





# Market Research, Postal & E-mail List Rental, & Social Media



## MARKET RESEARCH

MPA Media offers market-specific custom research and surveys designed to provide you with timely, valuable information about the chiropractic profession. MPA Media tailors each survey to fit your market

development needs.

Understanding what your customers think is not just a guessing game with MPA Media's market research capabilities. Tailored to your specific needs, our research efforts can be used to:

- Develop Marketing Strategies
- Refine Product Offerings
- Uncover Customer Insights
- Created Targeted Ad Campaigns
- Sales Collateral and much more.

## SOCIAL MEDIA



Dynamic Chiropractic Facebook Audience share allows you to point your Facebook ads to our audiences. Using Facebook audience sharing can help you increase brand awareness, reach new customers, and boost website traffic.



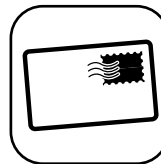
## POSTAL MAIL LIST RENTAL

Connect your products/services with thousands of healthcare professionals in minutes with MPA Media's On-Demand mailing list program. You can successfully market your products/services to

a mailing list tailored to your audience. Our lists are Guaranteed 96% accurate and you can choose the states, zip codes and radius to suit your requirements and budget.

### FAQs:

<https://mailinglists.mpamedia.com/mpacms/cc/help.php>



## GEO-TARGETED E-MAIL CAMPAIGNS

On-Demand Geo Targeted e-mails are available to the chiropractic profession. Our Geo Targeted e-mail campaigns are highly affordable and effective. Focus exclusively on

the places that are necessary, which will increase your chances of engaging your target audience from coast to coast.

- Save printing, postage and mailing costs by utilizing local emails.
- Focus on your service and/or seminar areas.
- Segment by profession and state.


### On-Demand Geo Targeting:

[https://www.mpamedia.com/products/dc\\_exclusive.php](https://www.mpamedia.com/products/dc_exclusive.php)



# Publication Advertising Schedule & Specifications

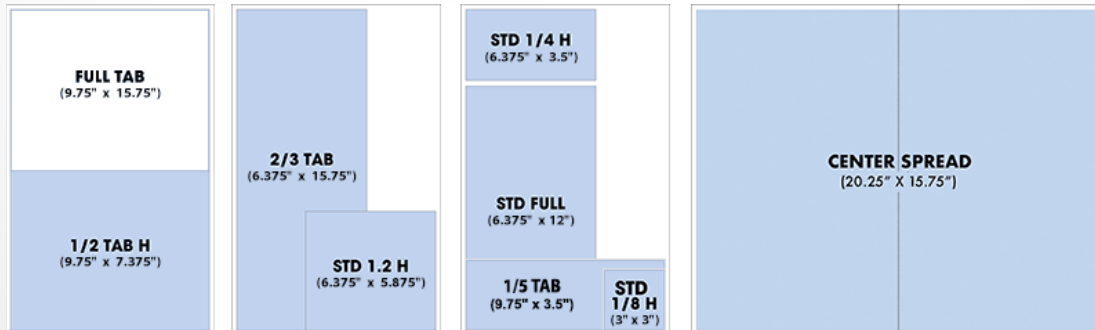
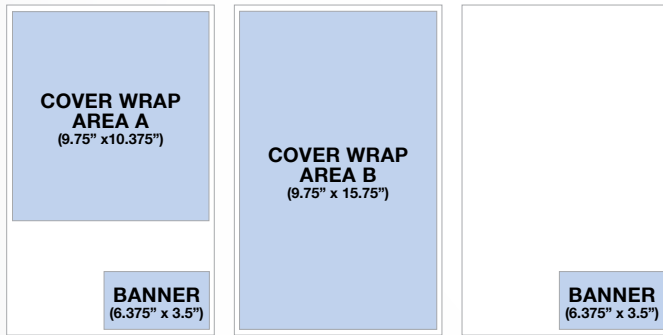
2025 ISSUE DATE	ONLINE PUBLISHING DATE	SPACE CLOSING DATE
January 2025	December 18, 2024	November 15, 2024
February 2025	January 22, 2025	December 13, 2024
March 2025	February 19, 2025	January 10, 2025
April 2025	March 19, 2025	February 14, 2025
May 2025	April 23, 2025	March 14, 2025
June 2025	May 21, 2025	April 11, 2025
July 2025	June 18, 2025	May 16, 2025
August 2025	July 23, 2025	June 13, 2025
September 2025	August 20, 2025	July 11, 2025
October 2025	September 17, 2025	August 15, 2025
November 2025	October 22, 2025	September 12, 2025
December 2025	November 19, 2025	October 10, 2025



**TEMPLATES AVAILABLE ONLINE**

Click Here to access our online Adobe InDesign templates page.

Ad Sizes:	Width	x	Height
Center Spread	20"	x	15.75"
2 Full Tabloids Facing Pages	9.75"	x	15.75"
Full Tabloid	9.75"	x	15.75"
1/2 Tabloid Horizontal	9.75"	x	7.375"
2/3 Tabloid Vertical	6.375"	x	15.75"
Standard Full	6.375"	x	12"
Standard 1/2 Horizontal	6.375"	x	5.875"
Standard 1/4 Horizontal	6.375"	x	3.5"
Standard 1/8 Horizontal	3"	x	3"
1/5 Tabloid Horizontal	9.75"	x	3.5"
Front Page Banner	6.375"	x	3.5"
Sponsored Content Ad and/or Video			Custom
Cover Wrap Area A	9.75"	x	10.375"
Cover Wrap Area B	9.75"	x	15.75"



Our ad dimensions above are “actual ad dimensions” no need to include bleed or trim.

**Please note:** Your print ad will convert and appear in our online publication located on our website; For analytics please provide a trackable URL that allow statistics in your own analytics account.

The following tool helps build trackable URLs. <https://ga-dev-tools.google/campaign-url-builder/>

# Publication Advertising: Requirements

To ensure the highest quality print advertisements possible, please adhere to the following requirements:

We accept the following formats: PDF (see below), EPS, JPG (at least 200 dpi), TIFF (at least 200 dpi) or a native, working file from one of the following programs: Adobe InDesign (INDD), Adobe Photoshop (PSD), or Adobe Illustrator (AI) — all CS6 or above, with associated links, files and fonts included.

## GENERAL GUIDELINES:

To avoid production charges, your digital artwork dimensions must conform to our ad sizes, standards and specifications. All ads must contain a border that extends around the entire ad, except full-page tabloid ads. All ads must be sized according to the ad specifications per the advertising contract. Lines knocking out of a 4-Color background image, gradient or solid color must not be smaller than 1 point.

## ARTWORK:

All artwork must be sent as a separate file, whether embedded or placed. It must be PDF, TIFF, EPS or Native File Format as listed above. Use 4-Color (CMYK) or Grayscale (Black & White). It must be sent at 100% full physical print size at a resolution of 200 dpi for newsprint. The Total Ink Density of your advertisement should not exceed 260% for newsprint. Ink density exceeding these values will over-saturate, causing your advertisement to appear darker than intended.

## FONTS:

All screen and printer fonts must be included. Fonts in Illustrator must be converted to OUTLINES. Photoshop text must be rendered (not editable text). Black text must be 100% black or a shade of solid black, not values of CMYK (Cyan, Magenta, Yellow & Black, otherwise known as 4-Color). Reversed text must not be smaller than 12 points; 4-Color text, text knocking out of a background, image, gradient or solid color, must not be smaller than 12 points. Small color type

should be no smaller than 10 points.

**NOTE: Ads with text or lines that do not meet these requirements will not print clearly.**

## PDF FILE REQUIREMENTS:

All fonts must be embedded. No OPI tags on images/artwork or any profiles of any kind such as ICC. Images/Artwork should be at least 200 dpi for newsprint. Black or a percentage of black type should be 100% Black/Grayscale. Rich black type (values of CMYK to make black) is not accepted unless type is at least 14 points or larger. It is recommended that reverse type be no smaller than 12 points. Reverse type in colored boxes is not recommended. The Total Ink Density of your advertisement should not exceed 260% for newsprint. Ink density exceeding these values will oversaturate, causing your advertisement to appear darker than intended.

For more detailed specifications and requirements, please contact our production department at 714-230-3158.